

NSPRA's Professional Learning Series



Professional Learning Series

All Presentations in DVD Format — Plus PowerPoint Presentations and More!

For the first time, NSPRA is offering videos of five selected sessions from its acclaimed line up of presentations from its National Seminar in San Antonio, Texas. All five sessions include a DVD, and its accompanying PowerPoint presentation. Some presenters also shared handouts, outlines, and more information. Each video is about 60 minutes long.

With cuts in travel budgets, we are looking for ways to bring the NSPRA Seminar to you. These five video presentations cover some of our more popular topics for school leaders new to the field so that they can learn the best approaches of creating an effective and efficient communication program for their schools.

We especially thank all the leaders who donated their expertise to make this new video series a reality.

— Rich Bagin, APR, NSPRA Executive Director



The Featured Presentations at a Glance:

All I Need to Know About School PR and Never Learned in College!

Annette Eyman, communications director, Papillion-La Vista School District, Papillion, Neb. (Suburban/10,000-24,999); Janet Swiecichowski, APR, executive director, communications, Minnetonka (Minn.) Public Schools (Suburban/ 5,000-9,999)
Have you ever questioned what you should really be doing as a school PR professional? This session focuses on setting priorities to be successful in school PR through a variety of interactive activities. From the basics of using the RACE formula to developing a strategic communication plan and defining your PR role, you'll leave this session with concrete strategies and tools to build your credibility as a professional.

How should you write it? And how do you even find time to plan? This session covers the basics of school PR and communication planning for those new to the profession and to strategic PR planning.

Sixty PR Ideas in Sixty Minutes

Tim Carroll, APR, director, public information, Allen (Texas) ISD (Suburban/10,000-24,999)
This fast-paced session offers 60 ideas in 60 minutes (there is truth in advertising!) for the busy PR pro. Clever promotions, helpful cost-cutting steps, fundraising ideas, morale-builders, career-boosters, and organizational tips are among the topics Carroll discusses. Only a fast-talking native of New Jersey and now a Texas leader can squeeze this much into an hour presentation!

From Engagement to Engagement: Building Support, Creating Solutions

Chris Tennill, APR, chief communications officer; Christina Perrino, communications coordinator, School District of Clayton (Mo.) (Suburban/2,000-4,999)

Engaging diverse stakeholders to build shared responsibility, awareness, and momentum for change sounds easy, but how does it look when the rubber meets the road? This session uses a case-study approach to illustrate core principles of public engagement, demonstrate an implementation model, and highlight best practices. Theory combines with practical examples to give you a roadmap to plan your own successful engagement effort.

From the Front Porch Looking In: A "Walk-Through" Process for Evaluating Building-Level Communication

Stephanie Smith, director, public relations, Fort Osage R-1 School District, Independence, Mo. (Rural/2,000-4,999)

Learn how to conduct a strategic evaluation of building-level communication efforts with a campus "walk-through" process. The "walk-through" is designed to improve communication, more fully engage the community in your schools, and increase the promotion of student achievement. Take-aways from the session include check sheets, look-for's, and guides that will help your schools meet their communication goals.

When You Order

Buy 1 video for \$79 + \$8 shipping and handling (NSPRA members); \$99 (non-members).

Buy 2 or more for \$69 (members); \$89 (non-members).

Buy all 5 videos for just \$300 (members); \$375 (non-members). Shipping and handling is a single charge of \$10 for multiple video orders, up to 5.

Use these videos for one-on-one learning on your computer or conduct a larger group session on a big screen and distribute the PowerPoint before the presentation.

School PR Planning Basics

Edward H. Moore, APR, associate professor, Rowan University, Glassboro, N.J., former NSPRA Associate Director and author of many recent books on school communication

Accountability in school PR means having a solid, written communication plan to guide, assess, and defend your communication investments. But what should go into a plan?

Order your Professional Learning Series videos today!

- All I Need to Know About School PR and Never Learned in College! — 222-10097 _____
- School PR Planning Basics — 222-10098 _____
- Sixty PR Ideas in Sixty Minutes — 222-10099 _____
- From the Front Porch Looking In: A "Walk-Through" Process for Evaluating Building-Level Communication — 222-100100 _____
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